of the South were actualy menaced with that it is with great hesitation the people

ON PELLAGRA STORY sesterday in which Mr. Harding said the fact that if investigation developed that re-

gate Section and Give Out | people of the South do not question the

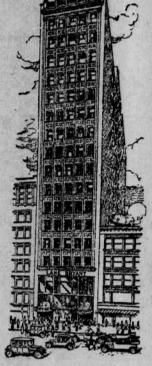
Prices and Partitions Have Come Down Together Quality and Style Will Always Remain the Same



Originator of Slenderizing Modes

21-23 West 38th St. Just West of 5th Ave.

THIS is our present 38th Street building, which is being extended into 39th Street with another convenient entrance. A new thoroughfare of unequalled values for Stout Women.



### **Building-Expansion Sale**

Offering, at Greatly Reduced Prices, Our Entire Stock of Slenderizing

### Apparel for Stout Women

**C**TOUT Women now may buy smart slenderizing apparel at greatly reduced prices. The Lane Bryant store is being enlarged and extended. Prices and partitions have come down together -- the savings, we know, will delight you.

> In the greater Lane Bryant store this fall there will be many new departments. And present departments will be rearranged and some of them more than doubled in size. To prepare for this expansion, present stocks must be cleared out completely. Hence, these very drastic reductions.

Seasonable styles are offered. Thin Cotton Dresses, Washable Sport Skirts, Smart Summer Blouses---at greatly lowered prices. Sweaters, too: and light weight Wraps, and Midsummer Lingerie. All for Stout Women. All reduced in price.

-Voile Dresses-

Of fine quality Cotton Voile in figured and plain combinations.

Some trimmed with pin-tucks, fluting and crispy organdy collars. Formerly up to \$19.75

Silk Dresses

Cool summer silks, Crepe de Chine, Georgette Crepe, Taffeta, also high cost cotton dresses of fine quality Voile and Linen. 35.00 Formerly \$45.00 to \$75.00

Summer Dresses 12.75 to 64.50 Savings of \$7.00 to \$25.00

Coats & Wraps 19.85 to 54.50

Savings of \$10.00 to \$40.00

**Summer Suits** 35.00 to 59.50 Savings of \$14.50 to \$29.50

Sheer Waists 2.95 to 19.50 Savings of \$3.00 to \$9.50

Separate Skirts 4.95 to 29.75 Savings of \$2.00 to \$10.00

**SummerSweaters** 5.85 to 29.50 Savings of \$5.00 to \$10.00

Negligees, Hosiery and Underwear

Lane Bryant of 5th Ave. 21-23 West 38th St.-

Where there is Justice, Co-operation, Economy and Energy, there is Service.

# 5th Avenue James McCreery & Co.

### "McCreery Silks"

Famous Over Half a Century

Although Summer has reached the mid-season period, the need for Summer Silks has not waned, and our assortments of fashionable Silks are still large and varied. The prices, however, are much less, and the opportunity to secure these gleaming and beautiful silks makes them the more attractive.

White Sport Silks and Satins. Plain and fancy weaves. 40 inches wide. formerly 6.50, yard, 3.95

White Canton Crepe, beautiful qualformerly 4.50, yard, 3.50 Black Bathing Suit Taffeta, of su-perior quality. 36 inches wide. formerly 2.50, yard, 1.95

350 pieces Japanese Natural Ecru Pongee, 33 inches wide. yard, 95c



With the arrival of the new models for Autumn, we are reminded that Paris still holds her own when it comes to the creating of Fashions. The arbiters have decreed longer skirts, not necessarily even,

and in some cases fuller than they have been for some time (although the straight line model persists), loose sleeves, and much trimming-of fur, embroidery or beads. For street wear there are gowns of Duvetyn, Piquetine, Poiret Twill or Tricotine, lavishly embroidered or deceivingly simple. For afternoon and evening, Crepes predominate — Canton Crepes, Georgettes, Crepe Satins, Crepe de Chines-with lace the favorite for 39.50 to 225.00 formal evening wear

Final Clearance of all Cotton Dresses 5.00, 7.50, 10.00, 16.50, 24.50

The materials include Gingham, Voile, Linen, Dotted Swiss, and Organdy. Many styles, but not in all sizes.

All sales must be final

(Fourth Floor)

#### New Woolen Dress Goods for Fall Wear

Wool Velour, fine soft, all wool, noncrushable quality. In all the latest Fall shades. 54 inches wide. yard, 3.45

Novelty Wool Skirtings, in the newest Fall styles and color combinations. 54 inches wide.

Navy Blue All Wool French Dress Serge, firm close weave; sponged and shrunk. 54 inches wide. yard, 1.95

All Wool Heather Jersey Cloth, dress weight, in all the fashionable shades for Fall wear. 54 inches wide. yard, 1.65

(Second Floor)

#### August Clearance Wash Dress Fabrics

Novelty Voiles, printed in attractive designs and colors. yard, 18c

Genuine Imported Swiss Organdie, permanent finish. White and varied colors. 44 inches wide. yard, 80c

McCreery's Dress Gingham, best grades of American and Imported pro-duction, various colors and sized checks.

Imported Dress Linen, suitable for slip-over dresses, suits and skirts. yard, 95c

White Washable Fancy Skirting, in a variety of styles. 36 inches wide. yard, 65c

### "Clarice," a New and Dainty Pump



Adapted from the French

Having all the insouciance of Paris, graceful lines, distinction of appearance, "Clarice" is sure to be a favorite. An American adaptation of a French last, beauty of line is achieved by a lengthening of the vamp and a slight change in the toe, making it less broad than in French shoes. Patent leather, with White Kid insert The pair, 13.50 around vamp and top.

#### Clearance Sale of McCreery Footwear

At 4.95, formerly 8.00. Oxfords or Pumps, of Linen, Tan Calf or Brown Satin. Heels of various heights.

At 6.95, formerly 9.00 to 11.00. White Buckskin or Linen trimmed with Black or Tan Calf; Tan or Black Calfskin Oxfords or Strap Pumps.

At 9.45, formerly 12.00 to 13.00. Smart models in hand-finished footwear. For Sports, White Buckskin, with or without trimming, Calf or Kid Oxfords and Pumps; Patent Leather Strap Pumps; also Strap Pumps of Kid-skin, and Black, Gray or Brown Satin.

(Second Floor)



## The McCreery August Sale of **FURS**

### Lowest Prices of the Year

Furs so lend themselves to unexpected graceful lines as to make the coming season rather more distinctive than others. The outstanding features, noticeable at a glance, are the models, which follow the mode more than has ever before been attempted by the furriers. Long shawl collars, flaring skirt lines, and, most unique, a distinct cuff, tight in comparison with the fullness of the sleeve. Furs, this year, are supremely individual and less conventional.

Other features, most worthy of notice, are the prices. Buying now assures a great saving in September!

Mole Skin Wrap, 47 inches long, of selected pelts, self-trimmed. (Illustrated.) formerly 465.00

selected skins, self collar and cuffs. (Illustrated.) formerly 295.00, 225.00

Genuine Alaska Seal Coat, 36 inches long (U. S. Government dye), richly lined. 475.00 formerly 545.00

American Broadtail Wrap, Platinum shade, with Squirrel stole collar and cuffs. 685.00 formerly 785.00

Hudson Seal Coat, 36 inches long, selected skins, collar and cuffs of Natural Skunk or Beaver. formerly 345.00, 265.00

Hudson Seal Wrap, 45 inches long, of selected cins, self-trimmed. formerly 465.00, 365.00 skins, self-trimmed.

Natural Mink Coat, 36 inches long, made of formerly 675.00, 575.00

Persian Lamb Coat, 36 inches long, of choice lustrous pelts, self collar and cuffs. 345.00 formerly 425.00

Natural Muskrat Coat, 36 inches long, of dark natural pelts, self collar and cuffs.

Near Seal Coat, 40 inches long, of choice skins, with blended Skunk collar and cuffs. 145.00 formerly 185.00

Skunk Neckpiece, in animal or cape designs. 55.00

Beaver Scarfs of finest quality. . formerly 42.50

Fox Scarfs, open or closed, in desired shades 45.00

Stone Marten Scarfs, large, lustrous pelts. ... 27.50 formerly 37.50

On payment of a reasonable deposit, the Furs you select will be stored until November 1st, when they will be delivered on payment of balance.

(Fourth Floor)